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Who's Buying What in Super Bowl 2013 Anheuser Busch to Wonderful Pistachios

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The talking baby, Danica Patrick and the Clydesdales are back in the Super Bowl. There's even a baby Clydesdale this year.



A panda astronaut from Kia's 'Space Babies' ad (embedded below)

CBS has essentially sold out its ad inventory for its coming broadcast of Super Bowl XLVII at prices averaging between \$3.7 million and \$3.8 million, according to ad buyers.

The usual coterie of big sponsors is more or less on board again -- hello, Pepsi! hello Bud Light! -- accompanied by opportunistic, smaller brands that want to make a big splash, such as Century 21 and GoDaddy.com, both of which are also returning to the game.

In addition to Ms. Patrick, celebrities and pseudo-celebs on the ad roster will include Willem Dafoe, Amy Poehler, Bar Refaeli, Tracy Morgan, Dwayne "The Rock" Johnson, Psy, Kate Upton, Usher and Kaley Cuoco from "The Big Bang Theory."

We'll update our chart every time we get new details on a particular marketer's plans or an announcement of a new entrant to the game's ad roster. Changes will come frequently, so be sure to check back.

Latest Updates

- 1-31-2013: Added buy from [Calvin Klein](#) and [Speed Stick](#).
- 1-30-2013: Added details on [A-B InBev](#), [Hyundai](#), [Kia](#), [Mercedes](#), [Pepsi](#), [SodaStream](#), [Taco Bell](#) and [Toyota](#).
- 1-28-2013: Added details on [Disney](#), [A-B InBev](#), [Axe](#), [VW](#), [Century 21](#) and [Audi](#).
- 1-25-2013: Added details on [RIM](#), [E-Trade](#), [Oreo](#) and [GoDaddy](#).



Anheuser-Busch InBev

Updated: 1/30/2013

Buy: four and one-half minutes of air time. A-B InBev is perhaps the Super Bowl's largest ongoing sponsor and typically buys between three and four minutes' worth of ad inventory. The 2012 game saw A-B InBev take a total of four and a half minutes of ad time across six commercials.

Creative: Following a January announcement that it would highlight the new beverage Budweiser Black Crown in the Super Bowl, [the company will devote two 30-second ads](#) to introducing this higher-alcohol version of Bud. One 30-second Black Crown ad will air as the first of the game; the other, also 30 seconds, will air in the first quarter as well. Another new high-alcohol line extension, called Beck's Sapphire, will be supported by a separate 30-second commercial (below) set to air in the third quarter of the game. Two new 60-second ads will showcase Bud Light and will air in the second and third quarters of the game, and one 60-second spot, likely to run in the second quarter, will be devoted to the company's iconic Clydesdale horses -- including a new foal.

Agency: Anomaly, which handles the flagship Budweiser brand, also handles Budweiser Black Crown. Translation will devise the Bud Light ads. Mother is the agency behind Beck's Sapphire.

Extensions: Budweiser introduced a @Budweiser account on Twitter on Jan. 28 -- some would say at long last -- with a debut tweet soliciting names for the Clydesdale foal.

Audi of America (Volkswagen)

Updated: 1/28/2013

Buy: One 60-second spot, set to air in the first ad break after kickoff. This will mark Audi's sixth consecutive entry as a Super Bowl advertiser.

Creative: Audi posted three versions of its potential ad, each with a different ending, and let fans vote on which version they'd like to see run in the Super Bowl. The **final spot** debuted on YouTube on Jan. 27.

Agency: San Francisco independent **Venables, Bell and Partners**

Axe (Unilever)

Updated: 1/28/2013

Buy: One 30-second spot in the third quarter

Creative: Axe is linking its first Super Bowl commercial for Axe to a chance for one person **to win a trip to space**, part of a broader promotion for the new Axe Apollo brand that will offer winners 23 seats on a private space craft. The spot, released on Jan. 28 with nearly a week left before the game, shows a heroic lifeguard **getting upstaged by an astronaut**.

Agency: BBH London

Best Buy

Updated: 1/23/2013

Buy: One spot in the first quarter

Creative: The ad will star Amy Poehler. In 2012, Best Buy focused on inventors such

as Philippe Kahn, an early camera-phone developer, and Kevin Systrom, who developed the social photo platform, Instagram.

Agency: MDC Partners' [Crispin Porter & Bogusky](#) , which created Best Buy's 2012 ad as well

Calvin Klein (Philips Van Heusen)

Buy: One 30-second spot set to air at the end of the first quarter.

Creative: Mode Matthew Terry will flex muscles in an ad designed to promote Calvin Klein concept, a new line of underwear for men.

Agency:Independent shop Baron & Baron

Cars.com

Buy: One 30-second spot

Creative: Expected to focus on how the site's tools make car shopping a great experience

Agency: Dentsu's McGarryBowen, which was named Cars.com's agency in May following the company's long relationship with Omnicom Group's [DDB](#) .

Chrysler

Updated: 1/8/2013

Buy: To be determined

Creative: To be determined. Chrysler stood out among advertisers in the prior two Super Bowls with commercials talking about economic revival in America (the "Halftime in America" ad starring Clint Eastwood) and Detroit (the two-minute spot touting vehicles "Imported from Detroit" over an Eminem song).

Agency: To be determined

Coca-Cola

Updated: 1/22/2013

Buy: One 60-second spot in the first quarter

Creative: [The spot, "Mirage,"](#) shows three factions -- badlanders, cowboys and showgirls -- racing through the desert in pursuit of a bottle of Coke, but closes with a cliffhanger as the groups realize the bottle was only a sign. The spot, which was released online on Jan. 22, [urges viewers to vote for a winner by computer, smartphone or tablet](#) and sabotage the other factions, which will determine the 30-second spot to air immediately following the end of the game.

Agency: Independent [Wieden & Kennedy](#)

Century 21 (Realogy)

Buy: One 30-second ad set to air early in the third quarter

Creative: Century 21's Super Bowl debut in the 2012 game showed a Century 21 rep who out-negotiated Donald Trump, out-blinged Deion Sanders and out-skated Apolo Ohno. This year's return to the big game, [a commercial released on Jan. 28](#), uses the "Smarter. Bolder. Faster" theme again but goes without the celebrities.

Agency: Independent [Red Tettemer and Partners](#) of Philadelphia

Doritos (PepsiCo's Frito-Lay)

Buy: Two 30-second commercials, chosen through the "Crash the Super Bowl" contest, back [for the seventh year in a row](#).

Creative: Consumers are voting one "Crash" contest spot into the Super Bowl and Doritos is choosing the other. The creator of whichever spot ranks higher on the USA Today Ad Meter will get the chance to work with director Michael Bay on the next installment of "Transformers."

Agency: Omnicom Group's [Goodby Silverstein and Partners](#) has long assisted.

E-Trade

Updated: 1/25/2013

Buy: One 30-second spot set to air in the third quarter

Creative: The baby is back! The online-trading company's famous smack-talking TV baby returns to the Super Bowl for E-Trade's sixth year as a participant in the event.

Agency: WPP's Grey New York

Gildan Activewear

Updated: 12/13/2012

Buy: One spot set to air in the third quarter of the event.

Creative: Long known mainly as a supplier of printed T-shirts and other athletic apparel sold to tourists or sport fans, Gildan is trying to step up its game with clothing whose appeal hinges on the Gildan brand itself.

Agency: Independent shop DeVito/Verdi

GoDaddy.com

Updated: 1/25/2013

Buy: Two 30-second spots. One will air in the "2B" position, or the second spot in the second commercial break of the game. The other is slated to run after the two-minute warning in the game's fourth quarter.

Creative: GoDaddy released the first ad [on Jan. 25](#), nine days before the game. The

commercial, called "YourBigIdea.CO," encourages you to register a website for your big idea before someone else gets there first. The second ad will once again feature "GoDaddy Girl" Danica Patrick, this time along with model Bar Refaeli. GoDaddy CMO Barb Rechterman said in an October press announcement that "We are doing something we've never done in a Super Bowl -- we are repositioning sexy." Whatever that means.

Agency: After years of making and producing its own ads with the help of small shops, GoDaddy has enlisted the New York office of Interpublic Group's [Deutsch](#) .

Hyundai (Hyundai Motor Group)

Updated: 1/30/2013

Buy: Two 30-second spots, the same as [Hyundai](#) got in the 2012 game. One of the 30-second spots will air during the first quarter, while the other will air in the second quarter.

Creative: Hyundai released both ads in the week before the game. [One spot, "Team,"](#) demonstrates how helpful the Santa Fe crossover is when you need to drive around assembling a kids' team. [The other ad, "Stuck,"](#) shows how important the Sonata Turbo's acceleration can be.

Agency: Hyundai has long relied on its internal ad agency, [Innocean](#) .

Kia (Hyundai Motor Group)

Updated: 1/30/2013

Buy: One 30-second spot in the third quarter for the compact Forte and one 60-second spot in the fourth quarter for the Sorento. In 2012, [Kia](#) ran one 60-second spot in the fourth quarter.

Creative: Kia's 2012 ad featured an ["extreme dream sequence"](#) featuring, among other things, a sleeping husband, model Adriana Lima and Motley Crue.

Kia released the 2013 Sorento ad on Jan. 30, revealing a very different kind of fantasy.

Agency: Independent [David & Goliath](#) , which has crafted Kia's Super Bowl ads in recent years

Lincoln (Ford Motor)

Updated: 1/18/2012

Buy: One 60-second spot. Ford Motor routinely avoids the Super Bowl, so its decision to place one of its brands in the game is somewhat eyebrow raising.

Creative: The ad will incorporate ideas solicited by Jimmy Fallon via Twitter. Ford is **rebranding Lincoln by calling the unit "Lincoln Motor Co."** and introducing a campaign that makes use of Abraham Lincoln.

Agency: WPP's Hudson Rouge, a new unit dedicated exclusively to Lincoln.

M&M's (Mars Inc.)

Updated: 12/27/2012

Buy: Mars has bought 30 seconds in the first quarter to again promote M&M's candy.

Creative: To be determined. Mars used the 2012 Super Bowl to introduce Ms. Brown, a businesslike "spokescandy," as Red, another character, dances to LMFAO's "Sexy and I Know It." Roy Benin, chief consumer officer at Mars Chocolate North America, suggested in a statement that the 2013 spot will use a wider range of characters.

Agency: Omnicom Group's BBDO is agency of record for M&M's.

Mercedes-Benz

Updated: 1/30/2012

Buy: One ad in the fourth quarter. The 2013 game is being played in Mercedes-Benz Superdome in New Orleans -- one reason why Mercedes decided to return to the game after appearing in 2011 but skipping 2012.

Creative: The devil (Willem Dafoe) tries to get a man to give up his soul in exchange for a Mercedes CLA and, with it, a high-rolling lifestyle that includes the company of Kate Upton and Usher. The man is tempted until he finds out how affordable the CLA is and decides he can afford one on his own. Mercedes released the ad Jan 30.

Agency: Omnicom Group's [Merkley Partners](#)

Milk Processor Education Program (MilkPEP)

Updated: 1/11/2013

Buy: One 30-second spot set to air in the second quarter

Creative: MilkPEP is known for its popular print ads featuring celebrities wearing "milk mustaches" and use the slogan "Got Milk." Dwayne "The Rock" Johnson will be featured in the Super Bowl ad.

Agency: Deutsch New York

Mio (Kraft Foods)

Updated: 1/23/2013

Buy: One 30-second commercial in the third quarter

Creative: Comedian Tracy Morgan will run down things that have changed in the U.S., including sports drinks, by way of promoting Mio Fit, an "electrolyte enhanced" version of Mio,

Agency: WPP's Taxi New York

Oreo (Mondelez International)

Updated: 1/25/2013

Buy: One 30-second spot set to air in the first half of the game

Creative: Oreo has set about a wide array of ad and marketing efforts in recent months to promote its 100th anniversary. But the Super Bowl spot will be more forward-looking, pitting fans of the cookie's filling against those who love the crunchy cookie parts.

Agency: The brand has named independent [Wieden & Kennedy](#) to lead Super Bowl work behind Oreo. The shop is creating a second ad for the brand that will debut in March.

Extensions: The ad will include a digital execution on Instagram.

Paramount Pictures (Viacom)

Updated: 1/9/2013

Buy: One 30-second ad in the second quarter of the game

Creative: Paramount will preview "Star Trek Into Darkness" its sequel to the popular J.J. Abrams-helmed reboot of the legendary space adventure franchise. .

Agency: In-house.

Extensions: An app related to the movie will allow users the ability to unlock what the studio says is "the first of many surprises" concerning the film if used while the Super Bowl commercial runs. As a bonus, users who register for the app will be entered into a sweepstakes for the chance to win a VIP trip to the U.S. premiere.

PepsiCo Beverages

Updated: 1/30/2013

Buy: Two 30-second spots. In 2012, Pepsi ran two ads, one for its flagship brand and the other for PepsiMax. (See the Frito-Lay entry for plans by PepsiCo's snacks division.)

Creative: The beverage giant will use 30 seconds to [promote its flagship brand and introduce the Pepsi halftime show](#), which is being headlined by the brand's global ambassador, Beyonce. The creative will incorporate photos of consumers that Pepsi is soliciting before the game day. The remaining ad time will promote Pepsi Next, the mid-calorie cola that introduced nationally less than a year ago, in a spot (released before the game) that finds [parents coming home to their son's wild house party](#).

Extensions: The Pepsi Next spot promises free soda to the first million people to sign up online.

Agency: Mekanism is handling the ad introducing the halftime show. Omnicom Group's [TBWA /Chiat/Day](#), which has led Pepsi's Super Bowl efforts in recent years, is handling the Pepsi Next spot.

RIM

Updated: 1/25/2013

Buy: One 30-second spot

Creative: To be determined. The commercial, the [first Super Bowl ad from Research in Motion](#), will promote the new BlackBerry 10 smartphone and its new operating system.

Agency: Omnicom Group's AMV BBDO of London

Extensions: A social-media campaign to run alongside commercial will include promoted posts on Twitter and sponsored stories on Facebook.

Samsung

Buy: To be determined

Creative: To be determined. [Samsung](#) ran a 90-second ad in the fourth quarter of the 2012 game that mocked Apple fans. That theme has continued in the consumer-electronics marketer's recent advertising.

Agency: To be determined. MDC Partners' [72andSunny](#) worked on Samsung's 2012 Super Bowl effort.

Skechers

Updated: 1/24/2013

Buy: One 30 second spot set to air just before the two-minute warning heading into halftime

Creative: A teaser shows a person in Skechers shoes chasing a cheetah.

Agency: Siltanen & Partners Advertising

SodaStream International

Updated: 1/30/2012

Buy: One 30-second ad set to air in the fourth quarter of the game

Creative: SodaStream has released both a version rejected by CBS and the actual commercial that will appear; you can see them both [here](#). Both versions show exploding bottles of traditional soda, but the one that CBS approved doesn't feature brand names.

Agency: The rejected ad and the approved ad were the result of a collaboration between Alex Bogusky and the creative team at Pale Dot Voyage.

Speed Stick (Colgate-Palmolive)

Buy: One 30-second ad, "Laundry," set to air in the third quarter of the game (and released online the Thursday before the game)

Creative: The men's underarm deodorant will remind viewers how the product helps them "handle it" on the outside when they're sweating on the inside.

Agency: WPP's Red Fuse has been driving the "Handle It" campaign, which asked consumers to tweet about moments when they've kept their cool. One tweet inspired David Brashear, via the Tongal crowd-sourcing video site, to produce "Laundry," according to Speed Stick.

Taco Bell (Yum Brands)

Updated: 1/30/2013

Buy: One 60-second spot

Creative: The ad shows elderly folks partying like Taco Bell's more typical consumer as a Spanish-language version of Fun's song "We Are Young Plays," concluding with the "Live Mas" tagline introduced less than a year ago.

Agency: Deutsch, Los Angeles

Tide (Procter & Gamble)

Updated: 1/18/2013

Buy: One 30-second ad in the third quarter.

Creative: The spot will feature both teams playing in the Super Bowl, a testament to Tide's "Always-On" strategic approach for being relevant with the consumer, according to a P&G spokeswoman. While Tide advertised in the 2008 Super Bowl (in which a talking stain ruined a job interview and helped hype Tide-To-Go sticks), this is the first year for Tide as official laundry detergent of the NFL. The commercial also comes as the brand has followed an approach of rapid response to current events, particularly in sports, best exemplified by putting out web and TV ads within 24 hours of Tide powder detergent being used to clean up a fuel spill at the Daytona 500 in February.

Agency: Publicis Groupe's Saatchi & Saatchi

Toyota

Updated: 1/30/2013

Buy: One 60-second spot in the first quarter. Toyota will also be the sponsor of the post-game show.

Creative: The commercial -- released early -- features Kaley Cuoco, a star of the CBS sitcom "The Big Bang Theory," as [a genie who grants wishes](#) to a family of Toyota RAV4 owners. On game day the ad will also include a photo of a consumer, chosen from pictures posted to Instagram or Twitter with the hashtag #wishgranted.

Agency: Saatchi & Saatchi, Los Angeles

Universal Pictures (Comcast)

Updated: 1/9/2013

Buy: Universal will show an early peek for "The Fast and The Furious 6."

Creative: Trailers

Agency: In-house

Volkswagen

Updated: 1/30/2013

Buy: One 60-second spot in the second quarter. (See the Audi entry for plans by that Volkswagen brand.)

Creative: No dogs allowed. After making a mild splash around the 2012 game with a teaser ad and a Super Bowl follow-up that used dogs as its centerpiece, the automaker has veered into office life with a commercial (released on Jan. 28) suggesting that driving [a VW helps things look less dismal](#). Some people objected, though, to the sight of white and Asian office workers speaking in a Jamaican accent for comedic effect.

Agency: Deutsch, Los Angeles

Walt Disney Pictures (Walt Disney Co.)

Updated: 1/28/2013

Buy: At least one trailer, though more are possible

Creative: One trailer will spotlight the coming film "Oz: The Great and Powerful." (A witch character from the film will "take over" the Disney.com homepage immediately following the airing of the trailer in the Super Bowl.) Other possible films to be advertised include "Iron Man 3" and "The Lone Ranger."

Agency: In-house

Wonderful Pistachios (Roll International)

Updated: 1/11/2013

Buy: One 30-second ad

Creative: South Korean "Gangnam Style" rapper Psy will appear in the spot.

Agency: The Fire Station, an in-house agency

Extensions: Fans can upload a picture of how they "Get Crackin' Gangnam Style" for a chance to win a 12-month lease of a 2013 Mercedes Benz SLK 250 -- the same model convertible driven by the now-notorious "Yellow Suit Guy" in the "Gangnam" video.